

**WISCONSIN VALLEY LIBRARY SERVICE**  
**Board of Trustees Meeting**  
 January 19, 2019  
 WVLS Office – MCPL lower level  
 Wausau, Wisconsin

NOTE: These minutes are to be regarded as the unofficial record of the meeting until the Board of Trustees has approved them. The next Board meeting is March 16, 2019.

President Tom **Bobrofsky** called the meeting to order at 9:34 AM. Roll call was taken by **Wendt** and a quorum was declared. **Bobrofsky** introduced Kari **Sweeney** who is attending her first meeting representing Marathon County.

**Present**

Tom Bobrofsky, President  
 Douglas Lay, Vice-President (remote)  
 Sonja Ackerman, member  
 Jim Backus, member (remote)  
 Tyson Cain, member  
 Eileen Grunseth, member  
 Christy Janczewski, member (remote)  
 Peg Jopek, member  
 Paul Knuth, member (remote)  
 Louise Olszewski, member  
 Pat Pechura, member  
 Kari Sweeney, member

**Others Present**

Marla Sepnafski, WVLS Director  
 Jamie Matczak, WVLS staff  
 Anne Hamland, WVLS staff (remote)  
 Kris Adams Wendt, WVLS staff  
 Josh Klingbeil, WVLS staff  
 Kyle Schulz, WVLS staff  
 Rachel Metzler, WVLS staff  
 Susie Hafemeister, WVLS staff  
 Judy Bobrofsky

**Excused** Mike Otten, Treasurer

**Vacant seats**

Lincoln County representative  
 Marathon County representative

**CONSENT AGENDA APPROVAL**

**Lay/Knuth motion to approve the agenda order as presented. All aye. Motion carried.**

**APPROVAL OF MINUTES** (Exhibit 1):

**Lay/Ackerman motion to approve minutes from the November 17, 2018 WVLS Board meeting as presented. All aye. Motion carried.**

**FINANCIAL REPORTS AND CURRENT BILLS** (Exhibits 2-8):

**Pechura/Olszewski motion to approve the financial reports and current bills as presented. All aye. Motion carried.**

**2018 TREASURER'S REPORT** (Exhibit 9):

**Lay/Jopek motion to approve the 2018 Treasurer's report as presented. All aye. Motion carried.**

**REPORTS**

**Resource Library** (Exhibit 10): **Sepnafski** drew the board's attention to highlights of Marathon County Public Library Director **Ralph Illick's** report.

**WLTF: Backus** reported that the WLTF webpage is undergoing renovation and improvements to provide greater access and outreach to library trustees and library friends/foundation members across Wisconsin.

**COLAND** (Exhibit 11): **Lay** drew the board's attention to the January 11 COLAND (virtual) meeting agenda and November 9 meeting minutes as part of the Board packet, along with a DPI staff report

and information about proposed COLAND sponsored sessions to gather public comment on the PLSR project report when it is completed.

**WVLS Director's Report** (Exhibits 12 and 13): **Sepnafski** highlighted items from her written report and asked WVLS staff members to address various items of interest.

The 2019 WVLS system plan was approved in late November and the first of two 2019 state aid payments (\$681,518) was received. WVLS has been notified that appointments were renewed for **Louise Olszewski** (Clark County), **Peg Jopek** (Langlade County) and **Sonja Ackerman** and **Michael Otten** (Marathon County). In early December, WVLS sent Public Library Certification letters to member library directors reminding them to submit their 2018 continuing education activity reports to WVLS by the end of the year. Copies of the letter were also sent to member library board presidents.

**Jamie Matczak** received a request from **Josh Haidet**, Executive Director of the Mid-Mississippi Regional Library System, to share her 2017 Association of Rural and Small Libraries (ARSL) Conference presentation "Creating Top Notch Service at Your Library." He thought her presentation was excellent and wanted to do a similar presentation for his staff.

**Josh Klingbeil** received an email from Milltown Public Library Director **Bea Volgren** thanking him for his assistance enabling the library to receive a FY2019 TEACH Infrastructure Grant. The WVLS Digital Byte "Top Tech Tools" was recently featured in the South Central Library System's "TechBits" blog. The 6-minute video features **Matczak** sharing her eight favorite tech tools helpful to library work. **Sepnafski** received a thank you card from Tomahawk Public Library Director **Heidi O'Hare** for the help provided in 2018. A thank you card was received from former Withee Public Library Director **Teresa Miniatt** for all the WVLS help and support provided while she was director. She stated, "I learned so much from WVLS and I look forward to using that knowledge for the rest of my career." Miniatt is now library director in Stanley, WI.

Minocqua Public Library Director **Mary Taylor** has announced her retirement. Her last day at the library will be contingent on the outcome of the Minocqua Public Library Board's search for her replacement. **Pechura** stated that the position has been reposted.

The **Colby Community Library** was mentioned in Library Journal's Architecture 2018, a segment which showcases academic and public library building projects completed between July 1, 2017 and June 30, 2018. According to the LJ article, "[These libraries] shout 'today' and embrace a 21st-century aesthetic even in historic structures." In the feature article "Modern Times: Library spaces that honor the past while moving full steam ahead", author Bette Lee Fox wrote: "The Colby Community Library, WI, sits on a five-acre lot in the city famous for cheese, with an outdoor amphitheater for programming and performances. There are stained glass windows, a fireplace, and hand-applied magazine ads from the 1930s-60s as wall coverings, in addition to a full kitchen in the community room and STEAM activities." The full Architecture 2018 segment may be found in the November 15, 2018 issue of Library Journal or LJ website at [www.libraryjournal.com/?detailStory=LJNov15ArchitectureOverview](http://www.libraryjournal.com/?detailStory=LJNov15ArchitectureOverview)

**Matczak** has been asked by the UW-Madison iSchool to teach an independent continuing education class called "[Creating Positive Library Work Environments](#)" in February. The four-week pass/fail online course available for public librarians is focused on fostering engaged and positive library employees. Successful completion awards public library directors 14 contact hours toward public library certification. **Matczak** has taught over 10 continuing education classes for the iSchool since 2014.

**Matczak** reported on upcoming continuing education activities. The **2019 Wild Wisconsin Winter Web Conference (WWWWC)** scheduled for January 23-24, 2019 includes 14 presentations focused on marketing, library leadership, small libraries and youth services. As of January 9, 1,726 attendees were registered. Theresa Schoeman, Marketing and Project Support Librarian from the University of Cape Town (South Africa), heard about the

conference from WWWWC presenter Kathy Dempsey, and will encourage students from her university to listen in! See [www.wildwiscwinterweb.com](http://www.wildwiscwinterweb.com) for more information.

A 30-minute webinar called “**Rethinking Programming**” was presented by Tomahawk Library Director and WVLS Professional Development Scholar **Heidi O’Hare** on January 9 and attracted 42 participants. O’Hare gave a well-prepared, thoughtful and visually-stimulating presentation. **Matczak** led the afternoon portion on journaling and meditation at the **NWLS Winter Retreat** on December 14 at the Sawmill Saloon in Seeley. The retreat focused on self-care, reflection and relaxation. **Leah Langby** of IFLS led the morning presentation on self-care. The **WVLS Peer Training Day** took place on November 15 at the Thorp Public Library. The morning focused on technology, and the afternoon had mini presentations on a variety of topics.

The following workshops/webinars for 2019 are scheduled and/or in the planning stages:

- [Reflections of a Public Library Director](#) (webinar), 1 p.m., January 31
- A webinar on Outdoor Learning with librarians in Indiana.
- [Overcoming the Email Avalanche: Three Steps to an Empty Inbox](#) (webinar) 10 a.m., March 20
- [From Inbox to Completion: The Secrets to Successful Workflow](#), (webinar) 10 a.m., March 27
- Creativity and Aging: Arts Education for Older Adults (workshop), Friday, April 5, Rice Lake
- A STEAM/STEM workshop with Madison Public Library’s Bubbler Team
- 2019 WVLS Director’s Retreat, Thursday, Sept. 26
- Tech Days Workshops, Nov. 4-7

The **Marketing and Communications Cohort** meeting at South Central Library System on November 20 was attended by representatives from public library systems whose work has a focus on marketing and communications. The cohort talked about collaborating on marketing materials for 2019 and decided to submit two marketing sessions for the Wisconsin Association of Public Libraries (WAPL) Conference in May. The group will meet again in April. **Matczak** asked the group about their use of Twitter to market system services and events. Bridges and IFLS, the other two systems that have Twitter accounts, indicated they primarily used Facebook for social media. Based on that feedback and other conversations with marketing professionals at the Library Marketing and Communications Conference, the decision was made to close the WVLS Twitter account. WVLS will continue to use Facebook to market system services, member library events, and library news. WVLS also has a YouTube channel that hosts webinar recordings, how-to videos, and Digital Bytes trainings.

WVLS will offer three **WLA Membership/Professional Development scholarships** to member library colleagues in 2019, with one specifically set aside for a colleague who works in the area of youth services. The scholarships will offer \$500 toward attendance at either the WAPL Conference in Rothschild this spring, or the WLA Annual Conference in WI Dells this fall, as well as a one-year membership to WLA. WVLS will also offer **ARSL Conference scholarships**, valued at \$1,600, to four member library directors/branch administrators, to attend the ARSL Conference on Sept. 4-7 in Burlington, VT. Applications for both scholarships will be posted in early February.

**Anne Hamland** reported the **2019 WVLS Innovation and Collaboration Grant** application process was announced in November 2018 via the Monday Mentions email blast, Digital Lites blog, and social media. Member libraries were encouraged to apply by Friday, February 1. A three-person selection committee comprised of **Hamland** and two youth services specialists outside the WVLS area will review applications and announce the winning grant by February 15. Also, the annual process of coordinating WVLS member library **contract renewals with Movie Licensing USA (MLUSA)** for the renewal period covering April 2019 through March 2020 is underway.

**Kyle Schulz** reported the upgrade to the Sierra software in late December to fix a statistical tabulation problem went smoothly. The handoff of cataloging responsibilities and data aggregation from former staff member **Ann Mroczenski** to WVLS ILS and Database Support Specialist **Rachel Metzler** went very well. In addition to the cataloging refresher and Sierra statistics primer provided by Mroczenski in late 2018, **Metzler** recently had a formal training on WISCAT and completed the Gale Course Introduction to QuickBooks. She has also spent

time getting to know the WVLS databases and their usage statistics. She plans to form a committee in 2019 to assess the value of the databases WVLS provides to member libraries and their patrons.

With the help of the V-Cat Bibliographic Control/Interface Committee, **Schulz** and **Metzler** plan to update and/or create curriculum materials to support implementation of a **new cataloging training** for WVLS member libraries in the coming year. Schulz looks forward to starting the implementation process to **add the Wabeno Public Library to the V-Cat database** just as soon as the agreement has been signed by the WVLS Board of Trustees (see Exhibit 15). 2019 meetings of the **V-Cat Council** will be February 7, April 4, June 6, September 5 and November 7. V-Cat Council will elect a 2019 Vice Chair/2020 Chair Elect in February. Gathering Sierra, technology and financial data for **public library annual reports** as well as the system annual report has been a team effort. V-Cat related statistics were shared with DPI to download into the online reports, with a 3-page annual report data sheet emailed to each public library. **Schulz, Metzler, Matczak, Klingbeil** and **Sue Hafemeister** were thanked for their hard work to get data to DPI and member libraries in a timely manner.

**Katie Zimmerman**, Youth Services Collection Specialist at Marathon County Public Library and student at UW-Madison Information School, will be completing a 120-hour field project with WVLS during the spring 2019 semester. Her field work is focused on ILS database maintenance, structures and metadata; data analysis and creating compelling summaries and visualizations about that data for marketing and decision-making purposes; creating MARC records and evaluating and modifying bibliographic records. **Schulz** and **Metzler** will work closely with **Zimmerman** for the duration of the project.

**Metzler** has been named to a committee for the community-organized Central Wisconsin Book Festival event, tentatively scheduled for September 2019. Previously spearheaded by MCPL and UW-Stevens Point (Wausau) staff, the committee has been expanded to include staff from Marathon County Parks Department, D.C. Everest School District, Wausau Daily Herald, and WVLS. **Metzler** was hired by Voice of Youth Advocates (VOYA) magazine to write the review column "AudioTalk" for the February, June, and October issues.

**Kris Adams Wendt** shared an overview of the state budget process. The Wisconsin Library Association's Library Development & Legislation Committee (WLA LD&L) has fielded a "budget team" with the intent of scheduling office briefings on the state library aid request with all 16 members of Joint Finance Committee (JFC) as well as Senate and Assembly leadership prior to release of the Governor's executive budget at the end of February. **Wendt** will be coordinating librarian participation at the in-district listening sessions held by JFC member Senator Tiffany with the three Assembly members from his territory. She asked board members to be alert for similar opportunities in their home districts. Multiple contacts, including Library Legislative Day will increase familiarity with the value of state library aids to constituents using local libraries. Copies of the latest WLA LD&L budget papers were distributed and briefly discussed. (See Exhibit 13)

**Klingbeil** reported on technology projects. **Computer imaging resources and process alignment with IFLS in LEAN WI partnership: Kiong Lao** is working with **Kris Schwartz** to learn about, document WVLS specific facets, and implement the partnership's computer imaging and deployment strategy. This is intended to streamline the new computer provisioning process and will also help WVLS more efficiently expedite situations requiring a computer to be "factory refreshed."

**Internal networking at WVLS offices:** WVLS will be removing legacy switches and a legacy router from production use in its local area network to align with recently updated member library networks. A new managed switch is already in production, staged and waiting for an after-hours port migration to be scheduled and implemented. The new router is in staging. As the router replacement will affect WVLS staff and MCPL staff access to datacenter resources (especially the V-Cat Sierra Server), significant review including off-hours testing of configuration will be scheduled prior to production implementation. Formal notice to MCPL and CCIT will be sent prior to testing, and subsequent communications will follow through implementation to ensure continuity of services to MCPL.

**Public Library Projects:** Three WVLS member libraries and two IFLS member libraries are currently in various stages of renovation projects, from planning to finalization. The LEAN WI partners are directly engaged with four of these libraries providing technology consultation and advocacy for the directors overseeing these projects, and to add the fifth soon. Staff continues working with Rhinelander District Library to wrap up its unique migration from legacy local Active Directory (AD) to the new multi-system converged AD, as well track down existing software licensing previously implemented and supported by WVLS.

**Collaboration with other Library Systems:** Technology team members from IFLS Library System (IFLS), Northern Waters Library Service (NWLS) and Wisconsin Valley Library Service (WVLS) are working toward full inclusion of NWLS in the LEAN WI network and resource sharing partnership. Formalization of the partnership still needs to be finalized among the directors of the three systems (see Exhibit 16). A corresponding adjusted version of the two-partner LEAN WI budget adopted in 2018 that accounts for NWLS as a partner in 2019 has been drafted and proposed for review and approval (see Exhibit 17). It was noted that federal LSTA funding formerly distributed through the Department of Public Instruction (DPI) as non-competitive technology block grants will be awarded in 2019 based on inter-system collaboration, with applications due in early February. Following discussion, **Klingbeil** received consensus approval to proceed with a grant application regarding cooperative projects associated with LEAN WI and report back to the board at the March meeting.

**Klingbeil** further reported on discussion of a long list of new multi-system collaboration efforts under development via the informal association of Wisconsin Library System Technology and/or ILS staff loosely referred to as the “Tech-a-Talk-a” group. (Details are included on page 3 of Exhibit 12.)

**Sepnafski** drew the board’s attention to the WVLS Staff Report appended to her report (see Exhibit 12b and 12c) and requested board approval following an opportunity for questions. **Grunseth/Olszewski motion to approve the summary of WVLS staff members’ activities for the period of January-December 2018. All aye, motion carried.**

**Library Legislative Day** (also see Exhibit 13): **Wendt** reviewed the various moving parts associated with organizing a Library Legislative delegation from WVLS counties and solicited board members interested in attending. **Backus** announced he will lend virtual contact support. Registration deadline is January 28. Crandon Public Library Director **Stephanie Schmidt** will attend with aid from the WVLS first time attendee scholarship for this year.

**Marketing Conference** (Exhibit 14): **Matczak** attended the Library Marketing and Communications Conference in St. Louis, MO on November 14-15, 2018 along with **Jill Fuller** from Bridges Library System and **Rebecca Kilde** from IFLS. All of the sessions focused on library marketing and communications, providing new tools, long range project goals and big picture ideas.

**AGREEMENT FOR PARTICIPATION IN V-CAT; WABENO PUBLIC LIBRARY** (Exhibit 15): **Schulz** updated the board on acceptance of the V-Cat enrollment agreement and plan by the Wabeno Public Library Board of Trustees and asked for approval of their application. Project completion is estimated for late April/early May and will result in V-Cat consortium participation by all WVLS member libraries.

**Pechura/Grunseth motion to approve the V-Cat membership agreement with Wabeno Public Library. All aye. Motion carried.**

**LEAN WI MEMORANDUM OF UNDERSTANDING** (Exhibit 16): **Klingbeil** noted that the previous MOU between WVLS and IFLS has been updated to include NWLS as a member of the voluntary technology resource partnership.

**Ackerman/Jopek motion to approve the revised LEAN WI memorandum of understanding with the addition of Northern Waters Library Service to the partnership. All aye. Motion carried.**

**2019 LEAN WI BUDGET** (Exhibit 17): **Klingbeil** presented the revised 2019 LEAN WI budget including NWLS as third partner, with WVLS remaining as fiscal agent.

**Pechura/Olszewski motion to approve the 2019 LEAN WI budget document as presented. All aye. Motion carried.**

**CE AGREEMENT WITH SWLS** (Exhibit 18): **Matczak** provided an overview of the agreement whereby the Southwest Wisconsin Library System (SWLS) will partner with the Wisconsin Valley Library Service (WVLS) in 2019 to provide continuing education webinars of interest to member libraries.

**Ackerman/Sweeney motion to approve the partnership agreement between WVLS and SWLS for 2019 continuing education webinars. All aye. Motion carried.**

**2020 WVLS TECHNOLOGY PLANNING GUIDE – draft** (Exhibit 19): **Klingbeil** presented the updated Technology Planning Guide with detail sheets including the 2020 planning year and forecast for 2021 to assist member libraries in planning for core technology services and associated costs.

**Grunseth/Jopek motion to approve the 2020 WVLS Technology Planning Guide narrative for WVLS Member Libraries. All aye. Motion carried.**

**WVLS CONFLICT OF INTEREST AND DISCLOSURE FORM** (Exhibit 20): **Bobrofsky** introduced the annual update to board member conflict of interest and disclosure form. Board members in attendance were requested to complete the information at the close of regular business; members participating remotely will receive their copies via email attachment.

**Knuth/Grunseth motion to approve the conflict of interest and disclosure form as presented for distribution. All aye. Motion carried.**

**REPORT OF THE NOMINATING COMMITTEE:** Nominating Committee Chair **Pechura** reported that she, **Ackerman** and **Grunseth** recommended a slate of 2019 officers to return **Bobrofsky** as President, **Pechura** as Vice-President, **Otten** as Treasurer, along with Executive Committee members **Ackerman**, **Cain**, **Olszewski** and **Sweeney**. There were no further nominations from the floor.

**Jopek/Grunseth motion to approve the Nominating Committee's report. All aye. Motion carried.**

#### **ELECTION OF 2019 OFFICERS AND EXECUTIVE COMMITTEE MEMBERS:**

**Ackerman/Grunseth motion to elect the officers and Executive Committee members by acclamation. All aye. Motion carried.**

#### **CONCERNS, COMMENTS AND REPORTS FROM AREA LIBRARY PERSONNEL AND**

**TRUSTEES:** **Hamland** shared that the Frances L. Simek Memorial Library (Medford) was celebrating its 20<sup>th</sup> anniversary at the present location today. **Backus** attended the (Pima County, Arizona) Green Valley Library Friends annual meeting at which 1,100 people were present to hear a program about youth brain development and socialization; the library provides many STEAM programs for youth.

**Olszewski** reported she had written congratulatory cards to her legislators and state officers following January 7 inauguration, and received responses from Rep. Kulp and former Lt. Governor Kleefisch. **Loyal Public Library** appreciates the help received on the Sierra "Create List" feature. The **Colby Community Library** marked the first year anniversary of their new building with an open house and will celebrate 140 years of library service to Colby in December. The **Withee Public Library** will celebrate 100 years of service this year; the search for a new director continues. She expressed appreciation to WVLS for providing board members with WLA membership, sentiment

echoed by other members around the table. **Jopek** noted that **Antigo Public Library** Director **Dominic Frandrup** has been actively involved in the community and initiated collaboration with non-profit groups and government entities. **Pechura** commented on technological progress in the library world keeping pace with changes in society; she appreciates all of the wonderful positive partnerships and greater efficiencies WVLS is pursuing to provide enhanced services to its member libraries. **Bobrofsky** thanked board members and staff for support received as president and the vote of confidence to continue. **Sweeney** asked whether WVLS coordinated National Library Week activities for member libraries; **Sepnafski** responded that individual libraries held their own activities and celebrations. **Matczak** mentioned that April 9 is National Library Workers Day.

**SCHOLARSHIP APPLICATIONS:** None were presented for approval.

**REQUEST FOR FUTURE AGENDA ITEMS:** There were none.

**SELECTION OF DATES FOR 2019 BOARD, EXECUTIVE COMMITTEE, AND V-CAT STEERING COMMITTEE MEETINGS** (Exhibit 21): The next board meeting is March 16. No Executive Committee or V-Cat Steering Committee meeting dates have been scheduled at this time.

**ADJOURNMENT: Grunseth/Jopek motion to adjourn. All aye. Motion carried. The meeting was adjourned at 11:50 AM.**

Respectfully submitted,

Kris Adams Wendt, Meeting Recorder